



ITAL-TRADE
BUSINESS OPPORTUNITIES WITH ITALY
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For immediate release

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**PRESENTATION ON NEW BUSINESS OPPORTUNITIES
JUNE 13 AT KEAN UNIVERSITY (NEW JERSEY)**

New Jersey. In this economic turmoil, it is time to seed for new success, foreseeing winning trends and creating new relations: the Euro/Dollar unbalance can be a burden... Or an opportunity, if you will!. That's what you will discover by attending ITAL TRADE on Friday, June 13th at Kean University in Union (NJ).

ITAL-TRADE aims to be an effective tool to foster business opportunities between Italian and American operators. The theme is "Working with Italy." The program will include an exciting presentation on import and export issues, and break out sessions devoted to topics such as Food, Travel, Home and Fashion. Everyone interested in importing or/and exporting with Italy should attend this event. The presentation will focus on getting the right information to and from the right people, but also on networking with local businesses, business advocates, colleagues in Italy, and creating economic and trade opportunities. This one-day seminar/symposium is being organized by Union County, Kean University, Greater Elizabeth Chamber of Commerce, New Jersey Italian & Italian-American Heritage Commission, and Accent, Inc.

Ital Trade is the first such event in New Jersey: it is expected to have a large audience and even set useful countertendencies in our local economy.

Among the speakers there will be the Newark Vice Consul of Italy, Dr. Mauro Lorenzini, the Deputy Trade Commissioner of the Italian Government Trade Bureau (ICE) Giovanni Bifulco from New York; senior representative from the Italian Government Travel Bureau (ENIT) Antonia Imperoli from New York; Angelo Genova Esq., New Jersey representative of the American Italian Chamber of Commerce and successful lawyer; representatives of the Italian & Italian American Heritage Commission, and dignitaries from Union County and the State. The rich list of distinguished guests includes also Anthony Coscia, the recently appointed CEO of Port Authority.

In the fall of 2003, ITAL-TRADE will later develop into a commercial trip to Florence (Italy) to consolidate partnerships and firm up business relations and deals.

The New York - New Jersey area represents a strategic gateway between Italy and America, with major international airports, the most important commercial port on the East Coast, warehouses, operators, and a large population that knows and appreciates Italian Style: maybe also because about 20% of those areas have an Italian heritage - a good "natural" market for Italian products! Vice versa, Italians are exceptional consumers of American goods: not just movies and technology, but literally thousands of tourists and buyers for American products and "lifestyle"

So, whether you're an established company or professional doing business with Italy and would like to meet colleagues and operators, or whether you're a newcomer trying to get started, ITAL-TRADE is the right place to be!

For additional information, please call Daniela Puglielli at 908 803 3809.

Ci vediamo ad Ital Trade!

Organized by:

County of Union-- The County government has been involved in international trade efforts for a number of years. The County's efforts have taken the form of creating foundations and relationships for increased international business within Union County. Its interests continue to lie in strengthening and expanding existing Union County businesses, and attracting new sectors in order to sustain and grow a healthy economy.

Kean University-- The University has established a certificate program in International Business Development, offers a B.S. in Management Science with a concentration on International Business, and operates the *Center for International Business Development*. In the recent past, Kean has provided targeted seminars and symposia on *International Trade, Doing Business with Korea*, and business educational sessions with international partners such as the *Asian Development Bank (ADB)*. Additionally, Kean has longstanding relationships with educational institutions in the Americas, Europe and Asia, and sponsors specific programs including the *Wenzhou (China) Seminars* and a unique Master's program (Public Administration) for officials and scholars from Zhejiang Province, China. ITAL TRADE represents an important challenge to complete this experience. It will also serve to spotlight the University site as fantastic background for such events.

Greater Elizabeth Chamber of Commerce (GECC)-- This large and very active Chamber of Commerce is the lead 'backer' of the 2003 Italy Trade Mission. A significant portion of its membership would benefit from the spring and fall efforts, and that these would result in additional market opportunities. The Chamber has already establish an active role in international trade efforts, responding to the desires of its membership, and also due to its location which includes the East Coast's leading shipping port and major international airport.

New Jersey Italian and Italian American Commission - - It raises public awareness of the rich and varied culture, positive achievements and traditions of Italy, the Italian people, and Italian Americans. The Commission carries out its responsibilities through public and privately sponsored resources and programs. These activities are designed to enhance and develop better understanding and appreciation for youth and adult Italian Americans and the public at large regarding the global and new world experiences of Italians and Italian Americans. These informed persons constitute an ever-increasing number of ambassadors to spread the message of understanding, respect and appreciation of Italian heritage and culture to the general public in New Jersey.

Accent Public Relations, Inc.-- located in Summit, specializes in strategic public relations and marketing. President Daniela Puglielli has expertise in international business marketing and development. With her extensive experience with the Italian business community, institutions, and cultural organizations, Puglielli blends marketing and cultural events in a special mix that makes it quite unique. Funded almost 2 years ago, the company is a member of the Greater Elizabeth Chamber of Commerce.

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